

**Official
Programme
15p**



Chelsea v Bolton

FOOTBALL LEAGUE DIVISION TWO/SEASON '76/'77/SATURDAY SEPTEMBER 18th, 1976/KICK-OFF 3 p.m.

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Free on Tuesday's & Thursdays
with the Evening News.

Chelsea View



Chelsea Football Club

Chelsea Football and Athletic Company Limited
Founded 1905

Registered Address:
Stamford Bridge Grounds
Fulham Road, London SW6 1HS
Telephone 01-385 5545
Telex 919220 Telegrams Chelstam London SW6

President: Rt. Hon. The Earl Cadogan, M.C., D.L.
Board of Directors: J. B. Mears (Chairman)
Viscount Chelsea (Vice-Chairman), L. J. Mears
G. M. Thomson, Sir Richard Attenborough, C.B.E.

Administration Secretary: Miss C. Mathews

Commercial Manager Chelsea Promotions: Frank Milford

General Manager: Ron Stuart

Team Manager: Eddie McCreadie

Head Trainer: Norman Medhurst

Physiotherapist: Eddie Franklin

Hon. Medical Officers: Dr. W. C. Marshall, Dr. J. J. Vyse

Colours: Shirts: Royal Blue with White Collars and Cuffs
Shorts: Royal Blue with White Seam. Stockings: White.
(Second colours: Red Shirts, Red Shorts, Green Stockings)

Honours: Football League Champions 1955. F.A. Charity
Shield Winners 1955. Football League Cup Winners 1965.
F.A. Cup Winners 1970. European Cup-Winner's Cup
Winners 1971. F.A. Youth Cup Winners 1960, 1961. Won
promotion to Division 1 1907, 1912, 1930, 1963.



Victory at Plymouth last Saturday was very much what was needed to put us back on the right lines after the previous week, when our unbeaten record for the season was ended at Millwall by three first-half goals. Unwelcome as it was, that jolt caused us some self-examination – not a bad thing even this early in the season – and we showed our resilience against Plymouth, particularly in the way we “came again” for the winner after Argyle had rubbed out our two-goal lead. In meeting Bolton Wanderers here today and Blackpool away next Saturday, we face the two teams who are currently joint leaders of the Second Division with identical points and goal difference – big challenges demanding big response. We can do it!

CONGRATULATIONS . . . to **EDDIE MCCREADIE**, on being voted Second Division Manager of the Month in the Bell's Whisky Award. His prize is a gallon bottle of the sponsor's product. Congratulations also to **PETER BONETTI**, who this afternoon is due to make his 650th first-team appearance – the first player in Chelsea history to reach this milestone; . . . to skipper “**BUTCH**” **WILKINS** on his second full England cap – his first at Wembley – in last week's match against the Republic of Ireland . . . and to **STEVE FINNIESTON**, whose three League goals this season have all been match-winners – against Orient, Carlisle and Plymouth. Incidentally, photographs of last Saturday's great win at Home Park will appear in our programme on Monday night.

LEAGUE CUP ON MONDAY: We do not usually stage matches at Stamford Bridge on Monday nights, but we do so this coming week – the third round League Cup-tie against Huddersfield Town, kick-off 7.45 p.m. Normally, we would have played on Wednesday, but Fulham chose to play that night rather than switch (as they had done in the previous round), and with Queen's Park Rangers at home on Tuesday, we decided it was in our best interests to meet Huddersfield here on Monday. In connection with this tie, may we remind Season-ticket holders that their normal tickets do NOT apply to League Cup matches; tickets for Monday's tie will be on sale to Season-ticket holders and the general public at the Ticket Office after today's match. Buying your tickets now can save queueing on Monday evening. For those who prefer to get them on the night, may we make the request to arrive at the Ticket Office well before kick-off time and so avoid the sort of inconvenience that latecomers experienced when we played Sheffield United in the League Cup. One letter complained after that match: “I arrived at 7.40 p.m. and had to queue for my ticket . . .” To which we can only say that if he arrives five minutes before kick-off on Monday night, he must expect to have to queue again.

CHELSEA CONUNDRUM: Which match did Chelsea lose after their players scored all three goals in the game? The answer is . . . last season, away to today's opponents, Bolton Wanderers. Up at Burnden Park in March, we took the lead through Ian Britton, but own goals by David Hay and Graham Wilkins gave Bolton a 2-1 win and the season's double at our expense, Roy Greaves having scored the only goal of the game when they visited Stamford Bridge last December.

SITUATION VACANT: Shorthand-typist urgently required by Chelsea Football Club. Apply in writing, stating qualifications, to: The Secretary, Chelsea F.C.

WANTED . . . cash turnstile operators for first-team match-days at Stamford Bridge. Apply to: The Secretary, Chelsea F.C.

BILL'S PROGRESS: News of Bill Garner, after his recent hernia operation, is that he is now doing light exercises and is, in fact, a week ahead of schedule in his recovery. Keep it up, Bill.

CORRECTION: Sorry, Chelsea record-keepers, for an error in our list of League goalscorers published in the programme on August 28. Bill Garner scored six Second Division goals last season, not seven as stated, and Ian Hutchinson four, not three.

BLACKPOOL 'SPECIAL': We are running another Rail Excursion next Saturday in connection with our match at Blackpool. Return fare is £5. 50 . . . tickets and train times available at the Main Office after today's game or after Monday's match.

DINING AT CHELSEA

Something to celebrate, like an anniversary or birthday? Even without some such reason, you can enjoy a good meal in the Chelsea F.C. Restaurant on first-team match-days and match-nights. On Saturdays, starting at mid-day, we serve a four-course, two-tier menu from £4.50 (wine extra, excellent choice available), and at evening matches the price is £3.60, with a choice of two or three main dishes. Table reservations can be taken up between 6-7 p.m. Yes, a meal in the Chelsea Restaurant prior to the game is the ideal start to your Saturday afternoon or midweek evening here at Stamford Bridge. Bookings by telephone to 381-2691 . . . and a reminder from our Catering Manager Gerry Halsey to book early, please - by Thursday at the latest for a Saturday match, and two days in advance in the case of midweek games.

The Chelsea Restaurant was introduced for the use of Box-holders and Executive Club Members, and they will, of course, continue to receive priority. In order, however, to make full use for Chelsea F.C. of the profit potential in the restaurant, it will be appreciated that any vacancies will be made available to other supporters wishing to obtain a meal here before matches.

THANKS, FANS: More "Cash for Chelsea" came from an unexpected source last Saturday. Supporters on the Plymouth excursion organised a collection which resulted in a donation of £78 to the Club. Our warmest thanks.

UNBEATEN IN COMBINATION: Chelsea Reserves have made a fine start in the Football Combination, winning the season's first four matches without conceding a goal. The first goal and point were given away in last Saturday's 1-1 draw at home to Birmingham, and today the Reserves are at Plymouth, hoping to add to their nine points out of ten with a performance to follow the first team's achievement there last Saturday.

LEAGUE CUP DRAW: Apart from our own tie at home to Huddersfield Town on Monday, the full draw for next week's League Cup third round is:

Aston Villa v Norwich City
Blackpool v Arsenal
Charlton v West Ham
Derby v Notts County
Fulham v Bolton
Manchester United v Sunderland
Millwall v Orient
Newcastle v Stoke City
Nott'm. Forest v Coventry City
Q.P.R. v Bury
Sheffield Wednesday v Watford
Stockport County v Everton
Torquay United v Swansea City
Tottenham v Wrexham
W.B.A. v Brighton & H.A.

SEAT RESERVATIONS

New East Stand	
£2.50 Middle tier, centre	£1.50 Upper tier, rear centre
£2.00 Middle tier, wings	£1.00 Upper tier, rear wings
£2.00 Upper tier, front centre	£1.20 Lower tier, centre
£1.75 Upper tier, front wings	£1.00 Lower tier, wings
West Stand:	
£1.20 Centre	£1.00 Wings

Postal applications are accepted for the whole League programme in advance and should be made (enclosing correct remittance and stamped, addressed return envelope) to: Ticket Office, Chelsea Football Club, Stamford Bridge Grounds, Fulham Road, London SW6 1HS.

Personal applications are accepted from one calendar month prior to match date. Ticket Office hours, Monday-Friday (9.30am-4pm).

West Stand—Open Enclosure These seats are not bookable in advance, but available on match days on payment of 20p transfer after Ground admission via the Britannia Entrance in Fulham Road.

Ground Admission: 80p (juveniles 40p).

PRE-MATCH SPIN Chelsea DJ Pete Owen says: Drop me a line letting me know your favourite record of the moment (or the past) and if you would like it played for someone special, so much the better. Dedications for a particular match should be posted two weeks in advance, earlier if possible, to Pete Owen, Pre-Match Spin, Chelsea Football Club, Stamford Bridge, Fulham Road, SW6 1HS.

TABLES...

APPEARANCES...

GOALSCORERS...

FOOTBALL LEAGUE - DIVISION II

	HOME GOALS					AWAY GOALS					Pts	
	P	W	D	L	F	A	W	D	L	F		A
Blackpool	5	2	0	1	7	4	2	0	0	5	1	8
BOLTON	5	3	0	0	10	2	1	0	1	2	3	8
Oldham	5	2	1	0	7	4	1	1	0	2	0	8
Wolves	5	1	1	0	3	0	1	2	0	5	3	7
CHELSEA	5	1	1	0	3	2	2	0	1	4	5	7
Hereford	5	2	0	0	4	0	0	2	1	6	7	6
Hull City	5	2	0	0	7	1	0	1	2	2	7	5
Sheff Utd	5	1	2	0	6	3	0	1	1	1	3	5
Burnley	5	2	0	1	6	3	0	1	1	0	3	5
Luton	5	1	1	0	3	1	1	0	2	6	8	5
Millwall	5	1	1	0	3	0	1	0	2	5	8	5
Notts Co	5	0	0	2	1	3	2	1	0	6	4	5
Nottm F	5	1	1	1	6	7	0	2	0	3	3	5
Fulham	5	1	2	0	3	2	0	1	1	2	4	5
Bristol R	5	1	1	1	2	4	1	0	1	2	2	5
Plymouth	5	1	0	2	7	5	0	2	0	4	4	4
Cardiff	5	1	0	2	5	6	1	0	1	4	3	4
Carlisle	5	0	2	0	3	3	1	0	2	3	6	4
Charlton	5	1	1	1	5	6	0	1	1	1	4	4
Blackburn	5	1	0	1	3	2	0	0	3	1	8	2
Southampton	5	0	1	1	2	3	0	1	2	0	6	2
Orient	5	0	1	1	2	3	0	0	3	0	6	1

APPEARANCES

Bonetti	5	Wilkins (G)	5
Britton	5	Wilkins (R)	5
Finnieston	5	Stanley	4
Hay	5	Wicks	4
Lewington	5	Droy	1
Locke	5	Bason	1
Swain	5	Harris	-(1)

Goalscorers: Finnieston 3, Britton 2, Swain 2. Total 7.

FOOTBALL COMBINATION

	P	W	D	L	F	A	Pts
Q.P.R.	5	4	1	0	13	1	9
CHELSEA	5	4	1	0	7	1	9
Bristol City	4	3	0	1	9	4	6
Tottenham	4	3	0	1	5	2	6
Ipswich Town	3	2	1	0	7	1	5
Birmingham City	4	2	1	1	3	4	5
Arsenal	3	2	0	1	5	2	4
Bristol Rovers	3	2	0	1	6	4	4
Oxford United	4	1	2	1	4	4	4
Swindon Town	5	1	2	2	5	5	4
Orient	5	1	2	2	3	4	4
Cardiff City	4	2	0	2	5	7	4
Plymouth Argyle	4	2	0	2	5	7	4
Fulham	4	2	0	2	4	9	4
Norwich City	4	1	1	2	4	4	3
Leicester City	5	1	1	3	7	10	3
Southampton	4	1	1	2	3	6	3
Crystal Palace	3	1	0	2	3	3	2
Hereford Utd	5	1	0	4	4	10	2
Luton Town	3	0	1	2	2	4	1
Reading	2	0	0	2	0	5	0
West Ham Utd	3	0	0	3	4	11	0

APPEARANCES

J. Bumstead	5	Walker	4
Langley	5	Frost	3
Maybank	5	Stride	3 (1)
Perkins	5	D. White	3
Phillips	5	Droy	2
Bason	4	Cooke	1
Dempsey	4	Harris	1
Sparrow	4	Wilkins (S.)	1

Goalscorers: Bumstead 2, Langley 2, Walker 2, Maybank 1. Total 7.

S.E. COUNTIES LEAGUE - DIV. I

	P	W	D	L	F	A	Pts
Ipswich Town	4	4	0	0	14	5	8
Gillingham	4	3	1	0	12	5	7
Portsmouth	4	3	1	0	10	4	7
Arsenal	4	2	1	1	5	3	5
Watford	4	2	1	1	7	7	5
Norwich City	4	2	1	1	8	9	5
Fulham	4	2	0	2	7	3	4
Q.P.R.	4	2	0	2	7	6	4
Charlton Athletic	4	2	0	2	6	9	4
Crystal Palace	4	1	1	2	6	6	3
Tottenham Hotspur	4	1	1	2	5	6	3
Millwall	4	1	1	2	4	6	3
CHELSEA	4	1	1	2	6	10	3
Southend United	4	1	0	3	4	6	2
Orient	4	0	1	3	2	9	1
West Ham United	4	0	0	4	5	14	0

APPEARANCES

J. Clare	4	I. Jenkins	3
Dodds	4	J. Sitton	3
G. Johnson	4	D. White	3
C. Penny	4	S. Wallington	2
I. Souness	4	J. Bumstead	1
C. Sulley	4	G. Chivers	1
Wilkins (S)	4	R. Kean	-(1)
C. Edgell	3		

Goalscorers: Edgell 2, Johnson 2, Wallington 1, White 1. Total 6.

MATCH BALL DONORS: The ball for our first four home League fixtures in 1976-77 has been donated by DAVID MENZIES ASSOCIATES, to whom our grateful thanks. Other companies or individuals interested in donating the ball for other home games this season should contact our Commercial Manager Frank Milford (01-385 5545).

Chelsea View



Wanderers

BOLTON WANDERERS
SEASON
1976/77



Back row left to right:
Peter Thompson (inset), Peter Reid,
Garry Jones, Roy Greaves, Mike
Walsh, Brian Smith, Paul Jones
(inset).

Middle row left to right:
John Byrom, Sam Allardyce, Barry
Siddall, Andy Slack, Peter Nicholson,
Neil Whatmore, Alan Waldron
(inset).

Front row left to right:
Hughie Curran, Steve Taylor, John
Ritson, Willie Morgan, Tony Dunne.



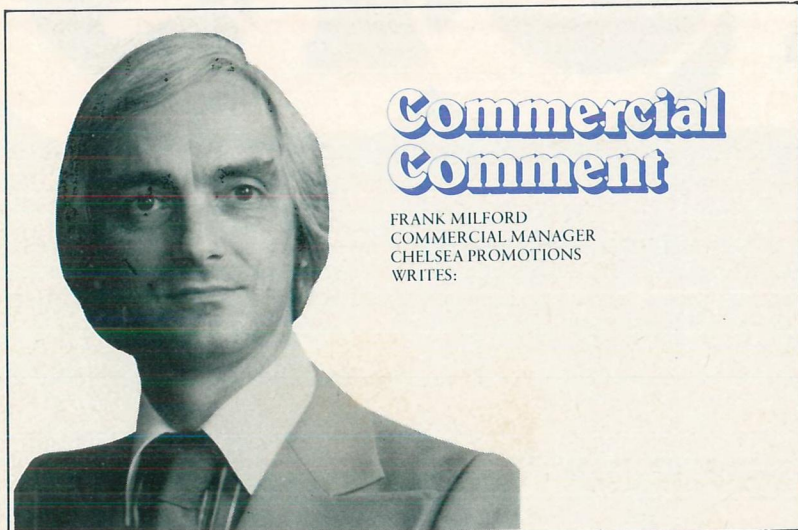
CHELSEA v BOLTON WANDERERS PAST LEAGUE RESULTS

SEASON	HOME	AWAY	SEASON	HOME	AWAY
1907-08	1-3	2-1	1946-47	4-3	1-1
1909-10	3-2	2-5	1947-48	1-1	1-2
1910-11	3-0	0-2	1948-49	2-2	1-1
1912-13	2-3	0-1	1949-50	1-1	0-1
1913-14	2-1	1-1	1950-51	4-0	0-1
1914-15	2-1	1-3	1951-52	1-3	0-3
1919-20	2-3	2-1	1952-53	1-0	1-1
1920-21	1-0	1-3	1953-54	2-0	2-2
1921-22	0-3	2-0	1954-55	3-2	5-2
1922-23	3-0	1-1	1955-56	0-2	0-4
1923-24	0-0	0-4	1956-57	2-2	2-2
1930-31	0-1	1-1	1957-58	2-2	3-3
1931-32	3-0	0-1	1958-59	0-1	0-6
1932-33	1-1	3-2	1959-60	0-2	0-2
1935-36	2-1	3-2	1960-61	1-1	1-4
1936-37	0-1	1-2	1961-62	1-0	2-4
1937-38	0-0	5-5	1963-64	4-0	0-1
1938-39	1-1	2-0	1975-76	0-1	1-2

(Chelsea's score given first in each case)

SUMMARY	P	W	D	L	F	A	Pts
HOME	36	15	10	11	55	44	40
AWAY	36	7	10	19	47	77	24
TOTAL	72	22	20	30	102	121	64

Scene At The Bridge..



Commercial Comment

FRANK MILFORD
COMMERCIAL MANAGER
CHELSEA PROMOTIONS
WRITES:

I make no apology for referring again to sponsorship in football, which was the object of my recent trip to Brussels as guest of the Anderlecht club when they beat Bayern Munich 4-1 to win 5-2 on aggregate in the European Supercup.

Make no mistake, sponsorship in football is going to become big business here. It already is on the Continent, with Bayern Munich having a reported contract worth £500,000 with sports goods manufacturers Adidas and Borussia Munchengladbach about to receive more than £250,000 for advertising gas central heating on their players' shirts. Altogether West Germany's First Division clubs expect to earn nearly a million pounds from shirt-advertising this season.

And I am convinced that what the Continent is doing in this direction today, Britain must do before it is too late. It was highly revealing to study the sponsorship of Anderlecht. They are owned 100 per cent by Belle Vue Brewery, whose owner is president of the club.

Their ground is packed – not only with fans, but with advertisements as well. There is even some from a competitive brewery. As you can see from the picture opposite Duncan McKenzie, a new-season British star with Anderlecht, and his team-mates play with "Belle Vue" emblazoned across their chests. I can assure you it does nothing to detract from their football ability.

Anderlecht run 17 teams, and even their Under-10s go on the field with the sponsor's name on their shirts. The big match I saw was being televised live throughout Belgium, Holland and West Germany – shirt-ads and all. A vivid contrast with our BBC and commercial channels, who do all they can to avoid screening "unofficial" advertising.

British football once led the field, but we have our heads in the sand as regards sponsorship. We are no more than playing at it by permitting only logos on shirts, and it is time we stopped lagging behind.

The F.A., the Football League and the TV companies must surely accept that the time has come to allow – no, *welcome* is the word – sponsorship on a big scale as a means of bringing vitally needed cash into British football.



**CHELSEA
PATRONS
1976-1977**

**FOUNDER
PATRONS**

P. Lowery & Sons Ltd.
Bovis Ltd.

John Ratcliff Tail Lifts Ltd.

PATRONS

T.M.I. (Thacker Motor Investments)

Eso Petroleum Ltd.

Visionhire Ltd.

Coca-Cola Southern Bottlers Ltd.

The Ferbain Organisation

Pontins Ltd.

New Realm Distributors

Rodney D. Brody Esq.

Multibroadcast (Rentals) Ltd.

Associated Tyre Specialists

British Relay Ltd.



Gueuze is great!

**'I know all my friends in England
will enjoy it'**

Duncan McKenzie

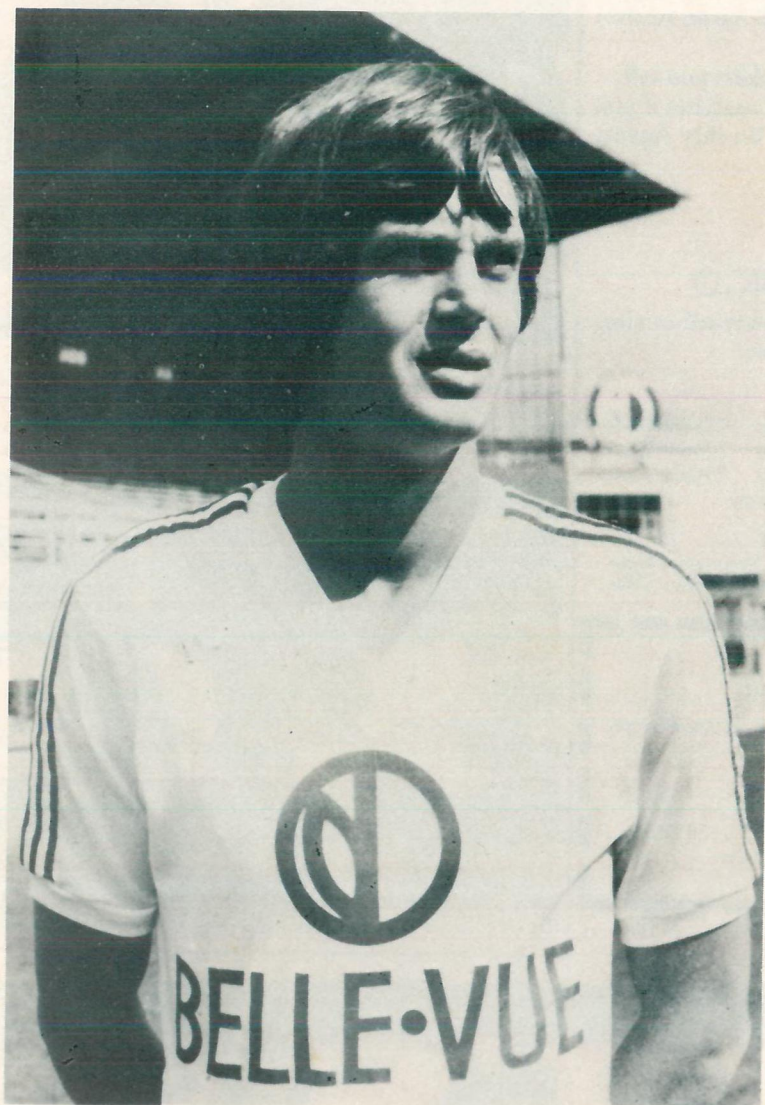
Now on sale in the U.K. for the first time!
Gueuze – brewed by Belle-Vue, is one of
Belgium's top selling beers.

It's a real natural taste – no chemicals –
no yeast.

Duncan McKenzie should know he's just
joined Anderlecht F.C. in Belgium who are
owned by Belle-Vue.

And now Belle-Vue are going to help
Chelsea – For every bottle sold in England 1p
is going towards Chelsea's rise to success!

So enjoy the natural taste of Gueuze now
and say Cheers to Chelsea.



U.K. Distributor
Robert Jacobs,
33, Traps Hill,
Loughton, Essex.
Tel: 01-508 5320.



Chelsea Agents are needed.
YOU need sell only **FIFTEEN**
 5p tickets each week – to
 your friends, workmates,
 neighbours, relatives – to qualify for
 the following benefits that Pools Agents receive:

- * 12½p in every £ commission.
- * 10% Bonus Prize on all winning tickets you sell.
- * Free admission to all home LEAGUE matches if you sell 100 or more tickets per week. * Weekly Agents draw.

CHELSEA POOLS

Over £500 paid in weekly prize money.

CHELSEA POOLS & BINGO

For new and existing agents . . . We are giving away self-catering holidays at Pontin's Holiday Chalets in Somerset.

GOLDEN GOAL TIMES

1st GOAL	v. Notts County	32mins 50secs	76mins 14secs
(£50)	v. Carlisle	24mins 52secs	77mins 25secs
LAST GOAL	v. Sheffield United	20mins 16secs	74mins 13secs
(£10)	(Plus £1 consolation prizes)		

CHELSEA POOLS

Chelsea F.C. Pools Association Organiser and Secretary: Tony Green, Stamford Bridge Grounds, Fulham Road, London SW6 1HS. 01-385 3255

Please complete form and post to:

Chelsea F.C. Pools Association,
 Stamford Bridge Grounds, Fulham Road, London SW6 1HS

I would like to help Chelsea Football Club by acting as an Agent for the "Chelsea Big Pool". Please send me details. I AM OVER 17.

Name

Address

.....County

I estimate I shall require.....tickets for members.

Licensed for 1976/77 under Betting Gaming and Lotteries Act 1963, as amended by the 1975 Lotteries Act.



Two games in one day is good going by anyone. When you've got then, that's RON HARRIS. Above, you see him coming off the field to get in some match practice, had played for Chelsea Reserves, Stamford Bridge. Then it was a quick dash to The Den, where you parade, below. And at the start of the second half, he was back on



BELL'S SCOT



PETER J. KERSLAKE TOOK THE PICTURE

647 first-team appearances on your record card, it's terrific. But at the end of the match at Millwall. A few hours earlier Ron, keen helping them to beat Crystal Palace 1-0 in a morning fixture at Millwall, saw Ron (tracksuited, second from right) in the pre-match team on the field as substitute for injured Steve Finnieston. . .



Teams & Officials

TODAY'S CHELSEA LINE-UP

Colours – Shirts: Royal Blue with White Collars and Cuffs. Shorts; Royal Blue with White Seam. Stockings: White.

- 1 Peter BONETTI
- 2 Gary LOCKE
- 3 Graham WILKINS
- 4 Garry STANLEY
- 5 Steve WICKS
- 6 David HAY
- 7 Ian BRITTON
- 8 Ray WILKINS
- 9 Steve FINNIESTON
- 10 Ray LEWINGTON
- 11 Ken SWAIN

2



Sub

TODAY'S BOLTON WANDERERS LINE-UP

Colours – Shirts: White. Shorts: Navy Blue. Stockings: White.

- 1 Barry SIDDALL
- 2 John RITSON
- 3 Tony DUNNE
- 4 Roy GREAVES
- 5 Paul JONES
- 6 Sam ALLARDYCE
- 7 Willie MORGAN
- 8 Neil WHATMORE
- 9 Steve TAYLOR
- 10 Peter REID
- 11 Peter THOMPSON

1



Sub

Referee: Mr. John Gow (Swansea)
Linesmen: Mr. R. H. Cocup (Gillingham) – Red Flag
Mr. R. H. Stevenson (Dover) – Orange Flag

CH WHISKY

"Afore ye go"





Possibly, probably, arguably, undoubtedly – say what you will – the finest discovery among Chelsea's junior gems since Jimmy Greaves. A midfield player of extraordinary vision, he was our only ever-present last season . . . top scorer with 12 goals . . . and, club captain since April 1975, "Butch," who was 20 on Tuesday, was an England Schoolboy cap, Youth International (six caps in 74-75) and followed last season's Under-23 honours – against Portugal at Crystal Palace, Nov. 18 and Hungary at Old Trafford, March 23 – with full England selection against Italy in New York on May 28. Cap No. 2 came against Eire last week.

Ray Wilkins

Goalscorers shown in small numerals					
S—Substitute		P—Penalty	Non-playing substitute		
Date	Opponents	Venue	Result	Attendance	Points Total
Aug. 21	Orient	away	W 1-0	11,456	2
25	Notts County	home	D 1-1	17,426	3
28	Carlisle United	home	W 2-1	18,681	5
Sept 1	Sheff. Urd. (L.Cup 2)	home	W 3-1	16,883	-
4	Millwall	away	L 0-3	21,002	5
11	Plymouth Argyle	away	W 3-2	18,356	7
18	Bolton Wanderers	home			
20	Huddersfield (L.Cup 3)	home			
25	Blackpool	away			
Oct 2	Cardiff City	home			
9	Bristol Rovers	away			
16	Oldham Athletic	home			
23	Blackburn Rovers	away			
27	League Cup 4				
30	Southampton	home			
Nov 6	Hereford United	away			
13	Charlton Athletic	home			
20	Nottingham Forest	away			
27	Burnley	home			
Dec 1	League Cup 5				
3	Sheffield United	away			
11	Wolverhampton W.	home			
18	Hull City	away			
27	Fulham	home			
Jan 1	Luton Town	away			
3	Hereford United	home			
8	Southern	away			
15	F.A. Cup 3				
19	Notts County	away			
22	League Cup SF				
29	Orient	home			
Feb 5	F.A. Cup 4				
12	Carlisle United	away			
16	Millwall	home			
19	League Cup SF				
26	Plymouth Argyle	home			
Mar 5	Bolton Wanderers (FAC 5)	away			
12	Blackpool	home			
19	Cardiff City (LCF)	away			
26	Bristol Rovers (FAC 6)	home			
Apr 2	Oldham Athletic	away			
8	Blackburn Rovers	home			
9	Fulham	away			
11	Luton Town	home			
16	Charlton Athletic	away			
23	Nottingham Forest	home			
30	Burnley (FAC S-f)	away			
May 7	Sheffield United	home			
14	Wolverhampton W	away			
	Hull City	home			

Date	Opponents	Venue	Result	Position	Points Total	Date	Opponents	Venue	Result	Position	Points Total
Aug 21	Norwich City	home	W 1-0	—	2	Aug 21	Portsmouth	home	L 1-2	—	0
Aug 25	Hereford United	away	W 3-0	1	4	Aug 28	Tottenham H.	away	D 2-2	—	1
Sept 1	Reading	away	W 1-0	1	6	Sept 4	Fulham	home	L 0-5	12	1
Sept 4	Crystal Palace	home	W 1-0	1	8	Sept 11	Queen's Park R.	away	W 3-1	13	3
Sept 11	Birmingham City	home	D 1-1	2	9	Sept 18	Southend United	home			
Sept 18	Plymouth Argyle	away				Sept 25	League Cup				
Sept 25	Cardiff City	home				Oct 2	Watford	home			
Oct 2	Tottenham Hotspur	away				Oct 9	Norwich City	home			
Oct 9	Swindon Town	home				Oct 16	Charlton Ath.	home			
Oct 16	Bristol Rovers	away				Oct 23	League Cup				
Oct 23	Orient	home				Nov 30	Ipswich Town	away			
Nov 30	West Ham United	away				Nov 6	Gillingham	home			
Nov 3	Luton Town	home				Nov 13	Arsenal	away			
Nov 6	Fulham	home				Nov 20	Orient	home			
Nov 13	Bristol City	away				Nov 27	League Cup				
Nov 20	Southampton	home				Dec 4	Millwall	away			
Nov 23	Oxford United	away				Dec 11	Queen's Park R.	home			
Dec 4	Leicester City	home				Dec 18	Ipswich Town	home			
Dec 11	Queens Park Rangers	away				1977					
Dec 18	West Ham United	home				Jan 1	Crystal Palace	away			
Dec 20	Ipswich Town	home				Jan 8	Fulham	away			
1977						Jan 15	Millwall	home			
Jan 1	Arsenal	away				Jan 22	Watford	away			
Jan 15	Hereford United	home				Jan 29	Southend United	away			
Jan 19	Norwich City	away				Feb 5	Portsmouth	away			
Feb 1	Arsenal	home				Feb 12	Crystal Palace	home			
Feb 5	Reading	home				Feb 19	Gillingham	away			
Feb 12	Crystal Palace	away				Feb 26	Charlton Ath.	away			
Feb 19	Birmingham City	away				Mar 5	Norwich City	home			
Feb 26	Plymouth Argyle	home				Mar 19	Arsenal	home			
Mar 5	Cardiff City	away				Mar 26	Orient	away			
Mar 12	Tottenham Hotspur	home				Apr 2	West Ham United	away			
Mar 19	Swindon Town	away				Apr 16	West Ham United	home			
Mar 26	Bristol Rovers	home				Apr 23	Tottenham H.	home			
Apr 2	Orient	away				Apr 30	Southend United	away			
Apr 9	Ipswich Town	away									
Apr 16	Fulham	away									
Apr 23	Oxford United	home									
Apr 27	Bristol City	home									
May 30	Southampton	away									
May 3	Luton Town	away									
May 7	Queens Park Rangers	home									
May 14	Leicester City	away									



All About The Blues

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Match Summaries

FOOTBALL LEAGUE

Saturday, August 21.

Beat **Orient** (Away) 1-0. Half-time: 0-0. Attendance: 11,456.

Orient: Jackson; Payne, Fisher, Allen, Hoadley, Roeder, Cunningham, Heppollette, Queen, Possee, Alder.

Chelsea: Bonetti; Locke, Wilkins (G), Stanley, Wicks, Hay, Britton, Wilkins (R), Finnieston, Lewington, Swain. Substitute: Harris (did not play).

Scorer: Finnieston.

Referee: Mr. B. James (Selsdon).

We defended well when under first-half pressure, then came more into the game and Finnieston shot the winner three minutes from time.

Wednesday, August 25.

Drew with **Notts County** (Home) 1-1. Half-time: 0-1. Attendance: 17,426.

Chelsea: Bonetti; Locke, Wilkins (G), Bason, Wicks, Hay, Britton, Wilkins (R), Finnieston, Lewington, Swain. Substitute: Harris (did not play). Scorer: Britton.

Notts County: McManus; Richards; O'Brien; Probert; Needham; Mann; McVay; Vinter; Bradd (substitute Benjamin); Smith; Scanlon. Scorer: Probert.

Referee: Mr. T. D. Spencer (Swindon). *County went ahead (33mins) with a 25-yard shot by Probert, but a long run by Hay (switching from defence to midfield) led to Britton heading the equaliser, which transformed us into all-out attack for the remaining 13 minutes.*

Saturday, August 28.

Beat **Carlisle United** (Home) 2-1. Half-time: 1-0. Attendance: 18,681.

Chelsea: Bonetti; Locke, Wilkins (G), Stanley, Wicks, Hay, Britton, Wilkins (R), Finnieston, Lewington, Swain. Substitute: Harris (did not play).

Scorers: Swain, Finnieston.

Carlisle: Ross; Carr, Gorman, Bonnyman, Macdonald, Parker, McVitie, McCartney, Owen, Rafferty, Martin. Scorer: McVitie.

Referee: Mr. A. Robinson (Portsmouth).

Swain headed us in front (25 mins) from Finnieston's cross, and seven minutes after half-time Finnieston burst through the middle from Hay's pass to make it 2-0. McVitie's reply revived Carlisle for the last 12 minutes, but we were well worth a victory which gave us five points out of six - our best start to a season since a similar total in 1972.

Saturday, September 4.

Lost to **Millwall** (Away) 0-3. Half-time: 0-3. Attendance: 21,002.

Millwall: Goddard; Evans, Donaldson, Brisley, Kitchener, Hazell, Lee, Seaman, Summerill, Walker, Salvage. Scorers: Salvage, Evans, Brisley. **Chelsea**: Bonetti; Locke, Wilkins (G), Stanley, Droy, Hay, Britton, Wilkins (R), Finnieston (substitute Harris), Lewington, Swain.

Referee: Mr. M. Taylor (Walmer).

Millwall punished defensive errors and settled the match with three goals between the 11th and 32nd minutes. Harris, who had played for the Reserves in the morning, substituted when Finnieston withdrew at half-time with a back injury.

Saturday, September 11.

Beat **Plymouth Argyle** (Away) 3-2. Half-time: 0-0. Attendance: 18,356.

Plymouth: Ramsbottom; Randell, Horswill, Delve, Sutton, Green, Johnson, Hall, Mariner, Harrison (substitute Hamilton), Rogers. Scorers: Hall, Mariner.

Chelsea: Bonetti; Locke, Wilkins (G), Stanley, Wicks, Hay, Britton, Wilkins (R), Finnieston, Lewington, Swain. Substitute: Harris (did not play). Scorers: Britton (penalty), Swain, Finnieston.

Referee: Mr. D. Lloyd (Fernhill Heath, Worcs.).

Britton's penalty put us ahead (52 mins) after a foul on Lewington, and Swain ran almost from halfway for our second (78 mins) - the first of four goals in seven minutes. Hall and Mariner made it 2-2 with two in three minutes, but we came again and Finnieston scored the winner five minutes from time.

FOOTBALL LEAGUE CUP - 2nd ROUND

Wednesday, September 1.

Beat **Sheffield United** (Home) 3-1. Half-time: 2-1. Attendance: 16,883.

Chelsea: Bonetti; Locke, Wilkins (G), Stanley, Droy, Hay, Britton, Wilkins (R), Finnieston, Lewington, Swain. Substitute: Harris (did not play). Scorers: Swain, Wilkins (R) 2.

Sheff. Utd: Brown; Franks, Garner, Flynn, Colquhoun, Kenworthy, Woodward, Edwards (substitute Stainrod), Guthrie, Ludlam, Hamilton. Scorer: Franks.

Referee: Mr. J. E. Bent (Hemel Hempstead).

A most impressive all-round performance and crowd reaction to match with skipper Wilkins the inspiration as both creator and marksman. His dummy from Finnieston's centre allowed Swain to shoot the first goal (21 mins). Franks quickly equalised, but we were soon ahead again as Wilkins drew the 'keeper and scored, and his second came 15 minutes from time when Brown pushed out Finnieston's powerful shot.

GO PORTJENAL

Between Ourselves

ALBERT SEWELL

The second Academy of Chelsea Football closed this morning, when the juniors played at Mitcham for the last time.

Of the 30 professionals currently on the staff, no fewer than 23 began as club juniors. Now, with the transfer market virtually closed to Chelsea as a source for obtaining new players, the youth section becomes even more vital as it's the ONLY supply line in the foreseeable future.

Chelsea have been finding boy stars for nigh on 30 years. The scheme was pioneered in 1947 by Billy Birrell, a shrewd Scottish manager if ever there was one. Dick Foss and Albert Tennant, former players here, were the original coaches in this section, followed by Frank Blunstone from season 1965-66, and over the years what a galaxy of Chelsea stars they groomed at that windswept Welsh Harp ground at Hendon. Among them Peter Bonetti, Ron Harris and Ken Shellito (all still proudly serving

Chelsea), Les Allen, Peter Brabrook, Barry Bridges, Jimmy Greaves, Allan Harris, John Hollins, Peter Houseman, Alan Hudson, Bert Murray, Peter Osgood, John Sillett, Bobby Smith and Bobby Tambling.

In the summer of 1970 Chelsea switched their nursery from Hendon to the Imperial Services Ground at Mitcham, which was already being used as the seniors' training ground. Ken Shellito, after 16 months as Frank Blunstone's assistant, took charge of the Youth section. Three youngsters who had begun as juniors at Hendon completed their apprenticeships at Mitcham — Gary Locke, Ian Britton and Garry Stanley — and just how smoothly the conveyor belt has continued to run can be gauged from a glance at the list of others currently with first-team experience who graduated from Mitcham: Steve Finnieston, Steve Wicks, Brian Bason, Steve Sherwood, Ted Maybank, John Sparrow, Ray Lewington, Tommy Langley and the Wilkins brothers, Graham and Ray. Collectively, they can be valued at a million pounds, at least.

The fact that, in the present financial climate, Chelsea are no longer in the market as buyers (nor have they been for two years now) makes it even more essential that they go on produc-

ing the goods at junior level. On that basis, from boardroom to bootroom at Stamford Bridge, no individual is more important to this club's future than Youth Manager Ken Shellito.

With pride exceeded only by his loyalty, he says: "Chelsea were the first club to see the value of youth football, and the list of players it has produced over the years speaks for itself. Happily, we have another fine crop of youngsters coming up now."

Ken's greatest satisfaction is "to see Chelsea boys grow into men on and off the field." he had two of his biggest thrills last week: "Watching 'Butch' play for England at Wembley was to realise that here was a player who had gone all the way to the top from cleaning boots and mopping up as a junior. And there was tremendous satisfaction in seeing so many ex-juniors in the first-team coach when it pulled out of Stamford Bridge last Friday on the journey to Plymouth."

As I said at the beginning, it was the end of an era this morning. On Monday the Third Academy of Chelsea Football opens at the club's new training ground at Molesey. If it is only half as productive of young talent as Hendon and Mitcham were, Chelsea will surely continue to point the way in finding boy footballers and turning them into stars.

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Half-Times & Next At The Bridge

- A Hereford v Charlton
- B Luton v Fulham
- C Millwall v Plymouth
- D Notts Co. v Blackpool
- E Orient v Cardiff
- F So'ton v Nott'm. F.
- G Wolves v Oldham
- H Arsenal v Everton
- J Aston V. v Birmingham
- K Bristol C. v West Ham
- L Leeds v Newcastle
- M Leicester v Q.P.R.
- N Liverpool v Spurs
- O Man. U. v Middlesbro'
- P Norwich v Derby
- R Stoke v Ipswich
- S Sunderland v Man. C.
- T P'bro' v Crystal P.

NEXT HOME MATCHES

Monday, 20th September (7.45 p.m.)
HUDDERSFIELD TOWN –
League Cup 3rd Round

Saturday, 25th September (3 p.m.)
CARDIFF CITY –
Football Combination

Saturday, 2nd October (3 p.m.)
CARDIFF CITY –
Football League

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£600 A POINT . . . AND GOING UP!

Those two points at Plymouth last Saturday were worth £1,200 to Chelsea. If we total 50 points for the season, the Club will benefit by at least £30,000 . . . and the total is going up all the time. That's today's big news from Mr. Ted Baillie, principal organiser of the fans' newly-launched "Cash for Chelsea" Campaign.

Leaflets outlining this sponsorship scheme were first distributed at the season's opening home game, and the response has been tremendous, with more than a thousand "I'll help Chelsea" forms already returned by supporters pledging a total of more than £600 for every point our players earn on the field.

Says Ted Baillie: "It's great to know, less than a month since our scheme was launched, that 50 points can guarantee at least £30,000 this season towards Chelsea's fight for survival. As the next step, let's see if we can double that figure."

For the benefit of anyone who may have missed the initial distribution, more leaflets will be issued today . . . and if you've not yet returned yours since the opening game, could we ask you to fill it in and do so now, please?

Remember, you can sponsor Chelsea for as little or as much per point as you wish. And if you think your individual amount may not mean much in the campaign, you're wrong; indeed, many such individuals have formed their own "group sponsorship" among friends or workmates.

Help is also needed on the administration side of "Cash for Chelsea", from supporters prepared to give an hour or two of their time each week or fortnight. If you are able to assist, please leave your name and address at the Club Offices or at one of the "Cash for Chelsea" enquiry points that are set up inside the ground.

TODAY'S DRAW

All "Cash for Chelsea" sponsors are eligible for prizes in raffles that will be run in connection with this campaign. The first of these draws will take place at half-time today, with prizes as follows:— 1 Autographed match ball; 2 Two stand tickets for our next home League game (v Cardiff, Oct. 2); 3 Bottle of champagne; 4 Bottle of whisky; 5 Bottle of wine. Drink prizes have been kindly donated by Caves de la Madeleine, of Fulham Road.

For advertising in this programme please contact John McCarthy on 937 5322.

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